

A system including a data network for providing Wireless Application Protocol (WAP) data to wireless terminals from a selection of content servers connected to the data network through a plurality of WAP gateways connected to the data network includes a content converter accessible as a centralized network resource. Characteristics of each wireless terminal and preferences of the user of each wireless terminal are uploaded to the central content converter and stored there. Content provided by a content server is routed through the data network to the central converter for adjustment according to the stored characteristics and preferences, and further routed through the data network to a particular wireless terminal.